

SCORE[®] NEWS

COUNSELORS TO AMERICA'S SMALL BUSINESS
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Women's Breakfast for Champions a Hit In South County

Santa Ana – The *Women's Breakfast for Champions* held Friday at the El Adobe Restaurant in San Juan Capistrano was another smash hit. Presented by Orange County SCORE "Counselors to America's Small Business" and sponsored by U.S Bank, the program featured Tracey Downey-Racen, President and Founder of Downey's Chocolates (www.mychocolatefix.com). She captivated the audience with her personal story of starting her business and shared her "lessons learned". She spoke of the importance of a business plan, articulating the vision of the business and the help she has received from both SCORE and the SBA. She shared her innovative marketing techniques, the need for hiring the very best employees, financing tips and the importance of delegating and follow-through.

There were nearly seventy women (and some men) in attendance, the majority business owners, and twenty exhibit tables which displayed a wide array of products and services. Downey-Racen's talk included a fascinating history of chocolate and a "chocolate tasting" which identified differences in chocolates from the U.S. and Europe.

The next *Women's Breakfast for Champions* will be held on Friday, August 10, 2007, from 7:30 a.m. to 9:30 a.m. at the El Adobe Restaurant, 31891 Camino Capistrano in San Juan Capistrano. The featured guest speaker will be Judy Greenspon, former Peace Corps Volunteer and Founder and President of NPI Services, Inc. (www.npiservices.com). She will share how her practical business principles can be applied to your business so you too can exceed your customer's expectations for quality products. Ms. Greenspon found her niche in developing prototypes for Fortune 500 companies and will speak about how she continues to grow and expand her business. Visit her website at www.npiservices.com to learn more.

The cost for the breakfast is \$25.00 with advanced reservation and \$30.00 at the door; for an exhibit table reservation, add \$25.00. There is limited seating so reserve your space today at www.score114.org.

All SCORE programs and services are extended to the public on a non-discriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested two weeks in advance. Contact the U.S. Small Business Administration at (714) 560-7455.

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